

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 57170

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222 KDKA-TV AND

| | | | | | | |
|---|---|------------------------------|--------|---------------------------------------|--|--|
| 33295 | AGENCY (OR SERVICE) ACTING AS AGENT FOR | | 342432 | ADVERTISER (OR AGENCY AND ADVERTISER) | | <div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div> |
| NAME | | STRATEGIC MEDIA SERVICES | | FIGHT FOR THE DREAM | | |
| AND | | 3299 K St NW Ste 200 | | 1636 N Cedar Crest Blvd # 318 | | |
| ADDRESS | | Washington DC 20007-4415 USA | | Allentown PA 18104-2318 USA | | |
| CONTACT | | | | PRODUCT FIGHT FOR THE DREAM | | |
| LOCAL SALESPERSON | | Brian Butz-1 AGENCY EST. NO. | | PRODUCT CODE 1310 | | |
| NATIONAL SALESPERSON | | | | | | |
| BROADCAST SCHEDULE STARTING 11/03/12 AND ENDING 11/06/12 NO. WEEKS: 1 | | | | | | |

CBS Television Stations Standard Terms and Conditions for advertising shall apply. NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|--|---------|------------|--------|--------|--------|-------------------|--------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| PRINT AT STATION MARK INVOICE PAID. PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE PAID FOR BY: FIGHT FOR THE DREAM | | | | | | | | | | |
| 1 | 11000.. | 2 | 05:58A | 07:00A | 30S | 11/05/12-11/06/12 | THIS MORNING 6-7AM | 2 | 1900.00 | 3800.00 |
| 2 | M | 1 | 06:00P | 06:30P | 30S | 11/05/12-11/05/12 | | 1 | 2900.00 | 2900.00 |
| 3 | M | 1 | 06:30P | 07:00P | 30S | 11/05/12-11/05/12 | | 1 | 2900.00 | 2900.00 |
| 4 | 0000010 | 1 | 11:00P | 11:35P | 30S | 11/03/12-11/03/12 | 11PM NEWS | 1 | 6000.00 | 6000.00 |
| 5 | Sa | 1 | 06:00A | 08:00A | 30S | 11/03/12-11/03/12 | | 1 | 800.00 | 800.00 |
| Total Contract: | | | | | | | | 6 | | 16400.00 |
| Billing Summary | | | | | | | | | | |
| Qtr 4-12 | | | | | | Oct | Nov | Dec | Total | |
| | | | | | | .00 | 16400.00 | .00 | 16400.00 | |
| GRAND TOTAL | | | | | | | | | 16400.00 | |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION